

June 20, 2006 CPC



STAFF'S
REQUEST ANALYSIS
AND
RECOMMENDATION

06SN0276

Ellmer Properties Chesterfield LLC

Bermuda Magisterial District
East line of Interstate 95

REQUEST: Conditional Use Planned Development to permit exceptions to Ordinance requirements relative to signage.

PROPOSED LAND USE:

A freestanding identification sign for permitted commercial uses is planned. A Conditional Use Planned Development is requested to allow a larger and taller freestanding sign than allowed by current Ordinance standards.

RECOMMENDATION

Recommend denial for the following reasons:

- A. The current sign standards of the Ordinance provide adequate identification for uses on the property.
- B. Approval of this request could encourage other businesses to seek similar exceptions.

(NOTE: CONDITIONS MAY BE IMPOSED OR THE PROPERTY OWNER(S) MAY PROFFER CONDITIONS.)

However, should the Commission and Board wish to approve this request, imposition of the following condition would be appropriate:

CONDITION

The sign shall not exceed the limitations outlined in the Textual Statement dated March 15, 2006, relative to size and height. All other requirements of the Ordinance relative to signage shall apply. (P)

GENERAL INFORMATION

Location:

East line of Interstate 95, south of Ruffin Mill Road. Tax ID 804-637-7907.

Existing Zoning:

C-5

Size:

9.3 acres

Existing Land Use:

Commercial

Adjacent Zoning and Land Use:

North and South - C-5 and C-5 with Conditional Use Planned Development; Commercial or vacant

East and West - I-2 with Conditional Use Planned Development; Industrial or vacant

UTILITIES; ENVIRONMENTAL AND PUBLIC FACILITIES

This request will have no impact on these facilities.

LAND USE

Comprehensive Plan:

Lies within the boundaries of the Consolidated Eastern Area Plan which suggests the property is appropriate for general commercial use.

Area Development Trends:

Area properties around the Walthall Interchange are zoned predominately General Business (C-5), Light Industrial (I-1) and General Industrial (I-2) and are developed for commercial or industrial uses or are currently vacant.

Project Identification Sign

Currently, the Ordinance permits one (1) freestanding sign identifying a vehicle sales business. This sign may be fifty (50) square feet in area and twenty (20) feet in height. The sign area may be increased up to twenty-five (25) percent provided such increase is for the purpose of including changeable copy. The applicant is requesting a freestanding sign along I-95 to identify an automobile dealership. This sign is proposed to be 163 square feet, with no changeable copy, and forty-eight (48) feet in height. (Textual Statement)

CONCLUSION

The current sign standards of the Ordinance provide adequate identification for uses on the property. Further, approval of this request could encourage other businesses to seek similar exceptions thereby resulting in sign proliferation. As an example, a second freestanding identification sign was recently approved on adjacent property to the north. This approved sign to identify a motor vehicle sales business is allowed to be up to 100 square feet in area and a maximum of thirty (30) feet in height.

Given these considerations, denial of this request is recommended.

CASE HISTORY

Staff (5/23/06):

If the Planning Commission acts on this case on June 20, 2006, it will be considered by the Board of Supervisors on June 28, 2006, at 7:00 PM in the Public Meeting Room.

TEXTUAL STATEMENT
Ellmer Properties Chesterfield LLC

March 15, 2006

Conditional Use Planned Development ("CUPD") to permit a zoning ordinance exception, as described herein, for a C-5 General Business District zoned property known as Chesterfield County Tax Identification Number 804-637-7907.

EXCEPTION:

An exception of 113 square feet to the 50 square foot limit for sign area and an exception of 28 feet to the 20 foot limit for sign height for a freestanding sign to identify a vehicle sales use (countywide) as set forth in Sec. 19-649 of the County Zoning Ordinance.

OWNER

By: Ashley E. Hanwell
Attorney-in-Fact for
Owner

